

**CITY OF MOUNTAIN VIEW  
CLASS SPECIFICATION**

<b>Position Title:</b> Community Relations Manager	<b>Job Family:</b> 2
<b>General Classification:</b> Management	<b>Job Grade:</b> 33

**Definition:** To plan, organize, direct and coordinate the development and supervision of the City's community relations and general public information program; and to continually develop methods and techniques for accomplishing improved communication between the general community, special targeted audiences, the media and City government. In addition to the public information program responsibilities, this position will also conduct a broad variety of general administrative and operational duties as assigned.

**Distinguishing Characteristics:** Receive general direction from the Assistant City Manager or City Manager. May exercise direct supervision over assigned clerical, technical and professional personnel.

**Examples of Duties:** Duties may include, but are not limited to, the following:

1. Develop, plan and implement a public information program.
2. Manage the City's media relations, community relations, publications and education programs.
3. Compile and analyze data in order to assess cost, operational feasibility and other aspects of the public information program and other City programs and projects; do research, prepare reports and make recommendations on the formulation of general policy and procedure, often with City-wide impact.
4. Supervise the preparation, publication and distribution of the City's quarterly publication, employee newsletter and annual report; develop and maintain an integrated City-wide government web site.
5. May serve as representative to community meetings as well as to civic and neighborhood events on behalf of the City.
6. Conduct surveys and perform research and statistical analysis on general administrative, fiscal, personnel and operational problems.
7. Support staff in City departments in the development of news releases.

**Position Title:** Community Relations Manager

Page 2

8. Oversee the development, administration and monitoring of the City and/or public information section budget; prepare financial forecasting of expenditures and revenues.
9. Advises and provides staff assistance to the City Manager/ Assistant City Manager, other departments and City Council on effective public information methods and procedures.
10. Develop and supervise the delivery of specific outreach plans to target special population groups that may need assistance in connecting with City services and programs.
11. Arrange tours and orientations for the media, visiting dignitaries and the general public.
12. Make presentations on assigned projects and programs to the City Council and others.
13. Manage media inquiries and develop relationships with members of the news media.
14. Perform other duties as assigned.

**Minimum Qualifications:**

Knowledge of: Principles and practices of community/media relations and public information, including conduct of media relations relative to public sector agencies; City governmental structure and processes; organizational management, analytical/research techniques, budget and operations analysis, and general management principles.

Ability to: Develop, plan, direct and manage a public information function; analyze, interpret and evaluate staff reports, new laws, regulations and codes relevant to the community/public information field and general City administration; communicate effectively, both verbally and in writing; work with the public and discuss problems and complaints tactfully, courteously and effectively; work and maintain effective relationships with elected and management personnel within the City; represent the City in a variety of community hearings, meetings or events; utilize computer skills, including word processing, desktop publishing and graphics programs to produce newsletters, brochures and other relevant publications; develop and maintain the content of the City's web site; manage multiple tasks at the same time; and coordinate and direct a variety of complex tasks and assignments simultaneously.

**Experience and Training Guidelines:** Any combination of experience and training will qualify if it provides for the required knowledge and abilities.

Recommended: Bachelor's degree from an accredited college or university with major emphasis in public or business administration, journalism, English or a related field; and three to five years of increasingly responsible experience in the field of public affairs, public communications or related government experience/general city administration, preferably some of which has been in a supervisory or administrative capacity.

**Required Licenses or Certificates:** A valid California driver's license.

Established December 1999

Revised

CLASS SPECS

CS105-M^